

Ogasawara Application

Caller prompted to enter ID information

Caller shown last order

Current Application

System automatically identifies caller as one that does not like IVR and sends to live attendant (no need to “push zero for operator”). All claims

System automatically identifies caller based on multiple caller IDs or PIN number, Claims 5 and 16, or if new customer, automatically transfers to a live person to compile new information to initiate relationship building. Claims 1-10 and 12-22

If customer is using speed dial option, order automatically taken, filled and delivered if preferences are on file, otherwise, Claim 11

Caller given option to transfer to live operator (anytime during ordering process)

Customer shown calculated PREFERENCES derived from relationship building database including

- How they prefer to be handled (IVR or directly with a live operator)

- What they prefer to order.

- Where they prefer it to be delivered, or picked up

- How they prefer to pay (check, cash, credit, debit card, etc)

Ogasawara Application

Current Application

System determines eligibility for discounts based on preferences

Order placed

Order placed

Order filled

Order filled at most efficient or preferred location, Claims 2 and 13, or

Announcement of delivery, Claim 22

Order delivered

Order delivered

Ogasawara and the current application are similar in the general sense that they are both deal with receiving, filling and delivering a customer's order. However, the emphasis, purpose, methodology and benefits are strikingly different.

Ogasawara's primary focus is the efficient **filling** of the order. Although Ogasawara does assist the caller in the receiving of the order by displaying the last order and notifying the customer if selected merchandise is not in inventory, the real emphasis seems to be in creating a list that will expedite the bundling and delivery of assorted merchandise.

The current application on the other hand, is focused on the efficient **receiving** of the order and the **delivery** of the order in the most efficient manner, with minimal time and effort on the part of the customer. The resulting customer satisfaction is a key element of the benefits derived from invention. This is accomplished through the relationship building database that not only allows the customer's preferences to be quickly communicated and used but through the many other efficiencies described in the process.

It is the totality of the efficiencies, taken as a whole, that results in a unique benefit both to the customer and to the company filling the order. The current application builds a relationship with the person – their phone number(s), their PIN, their preferences of how they want to place the order, what they want to order, how

they want and where they want it delivered, how they want to pay for it, etc. It is customer-centric, the Ogasawara is product-centric.

With regard to the switch to a live operator the patent office is repeating again that this is a known art. However, under the current application when the caller is transferred to a live person that operator will be using all of the information and preferences of the customer. It is more than simply transferring to a live person – it is transferring it to someone who has information about the caller that will be used to expedite the order process- this new level of automation makes it unique. Also, the switch to a live operator really occurs in two ways. First, when the incoming call is received the switch to the live operator is based upon caller ID and their preferences (they do not have to press zero to go to an operator). The caller may also switch to a live operator anytime during the process.

It is, therefore, respectfully submitted that all of the claims are in condition for allowance and an early indication of allowance is requested. Since the number and type of claims remain the same, no additional fee is required. A request for extension of time and a check for the fee is enclosed.

Respectfully,



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